



MINUTES
of the
Santa Barbara Metropolitan Transit District
Board of Directors Meeting

January 18, 2005

8:30 AM

Santa Barbara MTD Auditorium
550 Olive Street, Santa Barbara, CA 93101

MEMBERS PRESENT: John Britton, Chair, Olivia Rodriguez, Vice Chair, Brian Fahnestock, Secretary, David Davis, Director, Lee Moldaver, Director

MTD EMPLOYEES PRESENT: Sherrie Fisher, General Manager, Tiara Lakey, Executive Assistant to the Board and General Manager, David Damiano, Manager of Transit Development and Community Relations, Jerry Estrada, Assistant General Manager/Controller, Steve Maas, Manager of Strategic Planning and Compliance, Dave Morse, Superintendent of Operations, Tom Sheldon, IT Manager, Steven Eakin, Driver, Paul Tumbleson, Manager of Passenger Facilities

OTHERS PRESENT: Dr. Dan Secord, SB City Councilman, Josh Molina, SB News Press, Mark Bradley, Coalition for Sustainable Transportation (COAST), Harley Augustino, Pueblo, Sarah Glover

1. CALL TO ORDER

Chair Britton called the meeting to order at 8:30 AM.

2. ROLL CALL OF THE BOARD OF DIRECTORS

Chair Britton noted that all members were present.

3. REPORT REGARDING POSTING OF AGENDA

The General Manager reported that the agenda for this meeting was posted at the MTD administrative headquarters, on the MTD website and mailed to the media of general circulation.

CONSENT CALENDAR

4. APPROVAL OF PRIOR MINUTES

Chair Britton postponed the reading of the minutes from the January 4, 2005, Board meeting until the next Board meeting scheduled for February 1, 2005.

5. APPROVAL OF THE CASH REPORT

Director Moldaver moved to approve the Cash Report of December 28, 2004, through January 10, 2005. Director Davis seconded the motion. The motion passed unanimously.

THE CONSENT CALENDAR CONCLUDED AT THIS TIME

6. PUBLIC COMMENT

1) Harley Augustino, of Pueblo read a complaint on behalf of a friend. After reading the complaint, Mr. Augustino requested that any written response from MTD to the complainant, also be forwarded to him. The Board referred the complaint to the General Manager for further investigation. The Board also directed the General Manager to take appropriate action, including: contacting the complainant to let him know that the Board and the General Manager have heard the complaint and to notify the complainant that the General Manager will conduct an investigation. The Board requested that the outcome of the investigation be discussed during closed session (personnel issue) at a future Board meeting.

2) Mr. Augustino spoke to the Board in regard to offering his assistance in finding more funding for MTD, to increase service and avoid any possible need of a future fare increase. The Board suggested that MTD External Affairs Committee meet with Mr. Augustino and thanked him for his suggestions.

***NOTE: DUE TO AN UNFORESEEN TIME CERTAIN, AGENDA ITEMS 9 & 10 WERE PRESENTED TO THE BOARD BEFORE ITEMS 7 & 8.**

*9. VALLEY EXPRESS MARKETING PLAN

At this time the General Manager introduced Sarah Glover, who has recently accepted the MTD Marketing Coordinator position. The General Manager added that Ms. Glover will be very involved with the Valley Express Marketing Plan after her start date of January 24, 2005. David Damiano, Manager of Transit Development and Community Relations presented the Valley Express Marketing Plan to the Board. Part of the presentation included two MTD commercials that are part of the "Easy Choice" campaign. One of the commercials specifically promotes the Valley Express Service. Mr. Damiano also added that he and the General Manager are attending the upcoming City Council meetings of Solvang and Buellton. The purpose of those meetings is to thank them for their involvement in the development of the Valley Express service and to present the finished product. The Board offered promotion ideas, which included adding further outreach to the Spanish speaking communities.

The General Manager then updated the Board on a recent conversation she had with the staff of the Santa Barbara County Association of Governments (SBCAG). Mr. Kemp stated that the Clean Air Express (who is currently providing service to the Santa Ynez Valley) is planning to continue their service until the end of February 2005. The contract with the Clean Air Express and SBCAG feels an obligation to the riders that have purchased monthly passes to finish the month out. The General Manager

then requested that the Board consider authorizing MTD staff to move the launch date from February 22, 2005 to March 1, 2005. Director Davis moved to authorize the new launch date for the Valley Express Service to March 1, 2005. Vice Chair Rodriguez seconded the motion. The motion passed unanimously.

***10. VALLEY EXPRESS PERFORMANCE STANDARDS**

Steve Maas, Manager of Strategic Planning and Compliance presented the recommended Valley Express Performance Standards to the Board.

The Board instructed staff to revise the recommended Valley Express Performance Standards to include a goal that the service would be self-sufficient by year 4 and to present the revisions at the next Board meeting.

***7. QUARTERLY FINANCIAL RESULTS**

Before Jerry Estrada, Assistant General Manager/Controller made his presentation; the General Manager thanked him and the accounting staff for their efforts after the recent storm, which resulted in freeway and road closures.

Mr. Estrada reviewed the quarterly financials for the period ending December 31, 2004, with the Board. During this overview, Mr. Estrada pointed out that the Santa Ynez service had been budgeted to begin in September of 2004, but due to a delay in a grant amendment; service was delayed until February 2005. This caused a decrease in anticipated revenue hours. Mr. Estrada also highlighted the following items: the payoff of the leased commuter vehicles, implementation of the new maintenance software in November 2004, review of farebox revenue, operating expenses, non-subsidy revenue, non-operating income, subsidies and capital projects.

***8. FY 2004-2005 BUDGET REVISIONS**

Mr. Estrada reported that the 2004-2005 budget revisions were still in draft form and if it was the Board's pleasure, could be presented at the next, televised Board meeting. The General Manager added that the next televised Board meeting is currently being planned for February or early March.

11. GENERAL MANAGER REPORT

The General Manager reported that there would be no increase for health insurance for retirees this year.

The General Manager reported that Ms. Glover is coming to MTD from Univision and has worked with MTD in the past, most recently on the "Feliz Navidad from MTD" commercial.

The General Manager reported that the soil remediation RFP for Calle Real had gone out to seven interested parties. The General Manager noted that an earlier pre-bid conference was rescheduled for January 19, 2005, due to the closure of the 101.

The General Manager noted that the Condor Express and Islander Packer had transported individuals to and from Ventura during the recent freeway closures. During this time Paul Tumbleson, Manager of Passenger Facilities had suggested transporting some of these individuals from the Sea Landing to their destinations. Mr. Tumbleson used a commuter bus and also volunteered his driving services. The Board thanked Mr. Tumbleson for his efforts.

The General Manager reported on ridership for New Years Day 2005 and stated it had shown an increase this year, but still does not reflect the level needed in order to sustain an appropriate level of service. The General Manager added that this could be a topic for future discussion. Director Davis asked the General Manager if this was the lowest day of service for the year. The General Manager replied that it is.

The General Manager and Mr. Maas updated the Board on the recent increase in usage of the My Ride bus pass. The General Manager also incorporated the topic hybrid buses and how and noted that they will be used on these lines (1 & 2), which service a lot of the My Ride pass holders.

The General Manager discussed the future 101 operational improvements with the Board and reported that the construction phase of the improvements may impact service. Mr. Maas also updated the Board on the recent Planning Commission meeting that he attended. Mr. Maas added that he had spoken directly to some of these concerns during public comment.

The General Manager closed by reporting the recent passing of retired, long time employee and friend, Mr. William "Bill" Crow. The General Manager enlightened the Board with some highlights from "Bill's" life within the community, which including being a track star, coaching, teaching, all the while moonlighting as a driver (starting in 1945) and later providing part-time clerical assistance, until he retired a couple of years ago.

12. OTHER BUSINESS AND COMMITTEE REPORTS

Secretary Fahnestock reported that the Finance Committee had met to discuss the Draft Quarterly Financial Statements and the Draft Budget Revisions.

13. RECESS TO CLOSED SESSION-CALLE REAL

The Board did not adjourn to closed session pursuant to Government Code §54956.8.

14. RECESS TO CLOSED SESSION-GENERAL MANAGER PERFORMANCE/SALARY REVIEW

The Board met in closed session pursuant to Government Code Section 54957.6
Conference with Labor Negotiators: SBMTD designated representatives: Brian Fahnestock and Lee Moldaver, unrepresented employee: Sherrie Fisher, General Manager.

The Board directed the Personnel Committee to meet and return to the Board with their recommendations.

15. ADJOURNMENT